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## B-to-B eMarketplaces - If You Build Them Will They Come?

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Date Published:  
06 FEB 2001

### About the White Paper:

Companies have been doing business rapidly, reliably and economically in a virtually hands-off fashion through electronic data interchange (EDI) for some 30 years, and the technique is well established among many of our largest industries and companies. The advent of widespread Internet usage and extrapolation or extension of its associated technologies have now brought electronic commerce, or eCommerce, within the affordability and feasibility range of virtually any business in any industry. While various methodologies are now available, one of the most promising of the eCommerce scenarios to emerge is the eMarketplace. Research has shown, however, that many if not most business executives whose firms could benefit from employing technology are unclear on the concept as well as how and where it could fit with their activities. This paper will explore some of the basics, how and why eMarketplaces can be useful, and provide some tips and guidelines that can lead to successful participation in eMarketplaces.

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